One of the other major success stories for the Wisconsin ground water program has been a strong information and education program. Wisconsin has produced public information spots for television and radio, a ground water teacher's guide for elementary schools, posters on ground water and the hydrologic cycle, and several magazines on how ground water problems are dealt with by state agencies.

As mentioned above, the two-tiered standards approach by Wisconsin is the foundation of their protection program. The first standard, the "preventive action limit," serves two purposes. First, it must be used in the design codes for facilities such as landfills or other activities like pesticide applications so that contamination is prevented through the use of stringent design. Second, it serves as a trigger for remedial actions. If the preventive action limit is exceeded, some regulatory response may be necessary. In such a case the regulatory agency involved is required to make an evaluation of the particular problem and take appropriate action. When a preventive action limit is exceeded, a regulatory agency may prohibit continuation of the activity causing the problem. The regulatory agency must assure restoration of ground water quality to below the preventive action limit if it is technically and economically feasible.

The second standard is the enforcement standard. When substances are detected entering ground water at concentrations equal to or above its enforcement standard, a violation is said to have occurred and the activity, practice, or facility that is the source of the contamination is subject to immediate enforcement action. Unlike the preventive action limit, where technical and economic feasibility are considered, when an enforcement standard has been attained or exceeded, a regulatory agency must prohibit the continuation of the activity from which the substance came unless it is demonstrated to the agency that an alternative response will achieve compliance with the enforcement standards.